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*Want More*  
**DUCKS?  
GAME?  
FISH?**



Plant Their  
Favorite  
Foods.

Now Ready For Fall Planting.

**TERRELL'S**  
**AQUATIC NURSERIES**  
Oshkosh, Wis., U. S. A.

Beds of Giant Wild Rice shown at left  
make both food and cover for marsh ducks.

POSTMASTER: If forwarded to new  
address notify us on Form 3547. If not  
deliverable, return to us. Postage  
guaranteed in either case.

**TERRELL'S, Oshkosh, Wis., U. S. A.**

(Sec. 562 P. L. & R.)

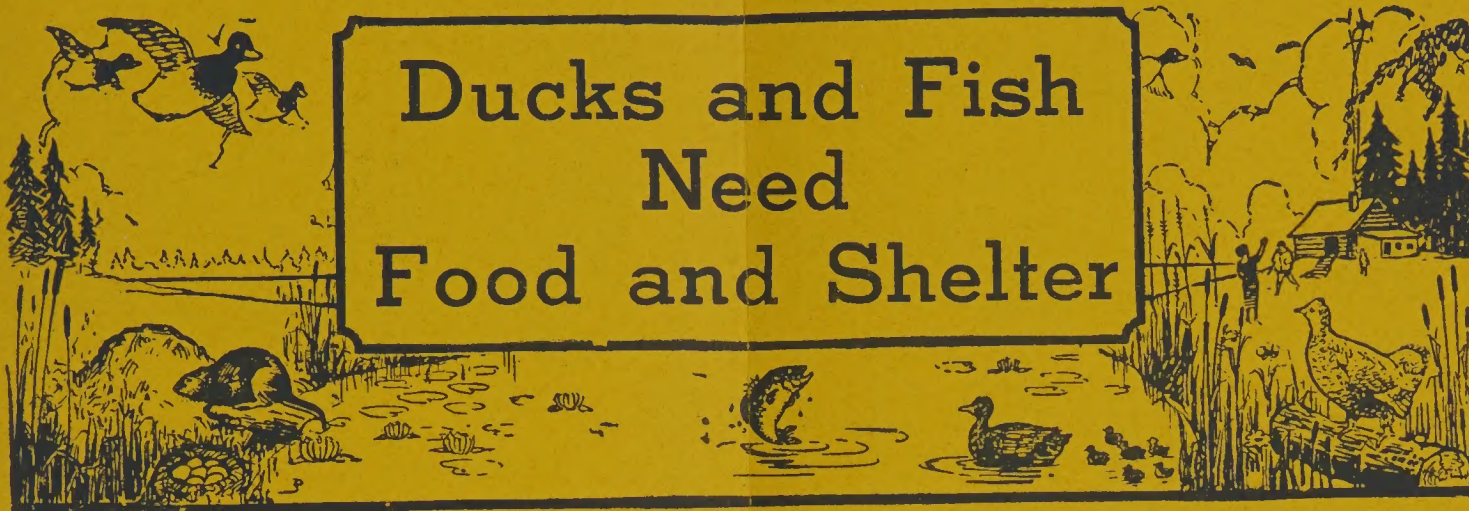
FEB 7 1939

U. S. Department of Agriculture





Fall  
Is  
Nature's  
Sowing  
Time!



Terrell's  
Seeds  
Grow!

●  
42  
Years  
Success

## The Things You Can Do To

maintain more ducks and fish in your favorite waters, deal largely with providing **FOOD, SHELTER** and **PROTECTION**. Food, shelter and protection are closely connected with the matter of maintaining suitable **PLANT** life. Animal life is indeed dependent on plant life!

## FOOD is Most Important

Plant products, seeds, tubers, roots, etc. make up the bulk of a duck's menu and part of what a fish eats. Other things that they eat, such as insects, snails, crayfish, daphnia and other small forms of animal life are all dependent for their existence on plants. As an example, Wild Celery roots are not only eagerly eaten by the Canvasbacks, Blue-bill and Redhead ducks, but the plants also support great numbers of snails that fish as well as ducks love.

## SHELTER Needed Too!

Ducks, especially the marsh-loving kinds such as Mallard, Pintail and Teal stop and stay where they can find hiding places and protection from wind and cold, among the thick marsh grasses. The grasses that afford fine food in addition to shelter, as does the Giant Wild Rice are doubly attractive to ducks. Young fish find excellent shelter and places of escape from their enemies, as well as food among the beds of water plants like Wild Celery, Muskgrass or Bushy Pond Plant. A baby fish is safe from heron, kingfisher or gull beneath the big floating pads of the Lotus.

## PLANT This Fall Foods That Last For Years

Some of the best food and cover producing plants for ducks and fish are described on the following pages:

Yours for success,

**Terrell's**  
AQUATIC NURSERIES



**Attract More Ducks  
And Fish With  
Terrell's Sure-Growing  
Giant Wild Rice**



Where Wild Rice grows you are sure to find wild ducks swarming in to feed on this large nutritious grain. It is the best known and most important food for Mallards, Black Ducks, Widgeons, Teal, Pintails, Canada Geese and other wildfowl. Wild Rice beds are also used by the ducks in the spring as a place to hide their nests and rear their ducklings.

U. S. Biological Survey Bulletin No. 21 reports Wild Rice to be eaten by Quail and says, it also furnishes desirable cover for them. Muskellonge, Black Bass and other fish hang around Wild Rice beds. It shelters and saves thousands of baby fish. Wild rice reseeds itself from year to year making a permanent feeding ground.

### **Where To Plant**

Terrell's Giant Wild Rice is easy to grow. There are many places throughout the northern and southeastern U. S. and Canada where it does not now grow, where conditions are favorable for growing it. Briefly stated the conditions required for successful growth of Wild Rice are fresh water streams, lakes or ponds having an outlet, fairly rich bottom, and water from 6 inches to 3 feet in depth. Sunny, sheltered bays or coves where planting will not get the full current or direct wash of waves, suit it best. Wild Rice thrives in slightly hard water as is commonly found in marshes, or in moderately alkaline waters containing lime or marl. It grows best north of a line drawn from Savannah, Georgia, to San Francisco, California, although occasionally grown further south.

### **Plant This Fall**

Giant Wild Rice seed can be planted with excellent results during the fall -- Nature's sowing time.

### **How Much To Plant**

Two bushels per acre of Terrell's sure-growing Giant Wild Rice seed should be planted to insure a good stand.





Terrell in One of His Giant Wild Rice Fields

## How Terrell Produces Better Wild Rice Seed

**1.** Seed selected for large size grain. It is more than twice the size of other Wild Rice seed. One acre of Terrell's Giant Wild Rice No. 1 will produce as much food as two acres of the kind having the ordinary smaller grain (No. 2).

**2.** Terrell's supply only sure-growing Wild Rice Seed. Unripe, dried out or heated Wild Rice seed grows poorly or not at all. It is natural for the seed to drop off into the water when ripe. Drying kills the seed. Terrell's sure-growing Wild Rice seed is well-ripened. Heating and drying out are prevented by keeping the seed packed in our special damp cold storage.

**3.** Great care is taken to insure the seed reaching its destination in highly germinable condition. Ice is placed in the center of each package of seed, if the shipment is to encounter warm weather. Shipments are packed damp and cool in special ventilated packages, surrounded by a particular kind of moss that will retain moisture, preserve the ice and keep the shipment cool for many days. Terrell's Giant Wild Rice seed has been successfully shipped to and grown in distant lands, such as New Zealand, Sweden and Ireland. This shows that with Terrell's special methods of packing, these perishable seeds can be successfully shipped almost anywhere.

**No. 1**

Terrell's Giant Wild Rice Requires  
Less Seed Makes More Feed

**No. 2.**

Ordinary Wild Rice Seed

Giant Wild  
Rice Seed.

Bu. \$15.00;

5 bu. or more  
\$14.50 per bu.

peck \$4.50;

quart 65c or  
77c postpaid.



# Wild Celery



## For Diving Ducks and Fish

Canvasbacks, Blue bills and Redheads feed on Wild Celery (*Vallisneria spiralis*) in preference to other foods. Other ducks which feed on Wild Celery include Wood Duck, Widgeon, Pintail, Ruddy, Bufflehead, Whistler, Teal, Scoters, Mallard and Black Duck. Geese, Swans and Coots also eat it.

Prominent fish culturists recognize Wild Celery as one of the best plants for "fish pastures." It is an ideal fish food and cover producer. Clears and oxygenates the water.

Wild Celery thrives in fairly clear, fresh or slightly brackish waters, not acid, in sheltered bays, 2 to 8 ft. deep. Water should contain some lime indicated by presense of shells. Thrives in practically all parts of United States and Canada.

Plant this fall before the freeze-up. Only one bushel of Terrell's well-ripened seed is needed to sow an acre. 100 lbs. or more 50c lb.; 10 lbs. or more 65c lb.; smaller lots at 75c per lb.

## What Others Say

"I received the Wild Celery seed and am much pleased, for it is the finest seed I have ever seen . . . The seed is already starting to sprout slightly and I think it will grow at once." -- Florida.

"Enclosed find the price of a good cigar . . . to treat you for the fine Wild Rice seed you sent. Every kernel grew. Am better pleased than if a \$100 bill had been handed to me." -- New York.

"We had a man from the Federal Government go over our waters very recently and he was amazed at the amount of Wild Rice. We are quite well pleased with the plantings of Wild Rice purchased from you." -- Maine.



Wild Celery Brings  
Bass and Bluebills.



A Wild Celery Bed



## MUSKGRASS -- Duck and Fish Coaxer for Marl, Lime or Alkaline Waters

Stomachs of hundreds of wild ducks that have been examined by the U. S. Bureau of Biological Survey, to find out what foods ducks like best, show that Muskgrass is eaten by Mallards, Black Ducks, Pintails, Widgeon, Gadwalls, Green-wing and Blue-wing Teal, Buffleheads, Golden-eyes, Ruddy Duck, Bluebills and Redheads.

Muskgrass grows in fresh waters containing lime, or in marl lakes, alkaline or slightly salty waters where many other foods will not grow. It grows submerged, about 1 foot high on the bottom. Makes good food and cover for fish. Quick-growing and inexpensive.

Terrell's Muskgrass is harvested during late summer and fall when the plants are covered with many seeds spores by means of which they reproduce. Plant 5 bushels per acre now, in 1 to 15 ft. of water.

## COON TAIL for Ducks and Fish

Very productive of fresh-water shrimp and other fish food.

A bed of Coontail produces a splendid lot of food for ducks and fish. Floats submerged in the water, and grows over almost any kind of bottom soil. Very hardy and easy to grow. Plant now, using 12 bushels per acre.

## WATER CRESS - All Year Food

Plant in shallow springs remaining unfrozen in winter. Makes all-year duck and fish food as well as delicious sandwiches and salads for your table.

Surface of water



Muskgrass  
with  
Seed Spores  
Bu. \$4; Pk. \$1.50  
10 bu. \$3.50 bu.

Coontail Plants  
Bu. \$3; Pk. \$1.50  
5 bu. \$2.50 bu.

Water Cress  
Plants 1000 \$25,  
100, \$3.50.  
Seed 2 oz. \$1,  
Lb. \$7.50



Muskgrass (Chara)



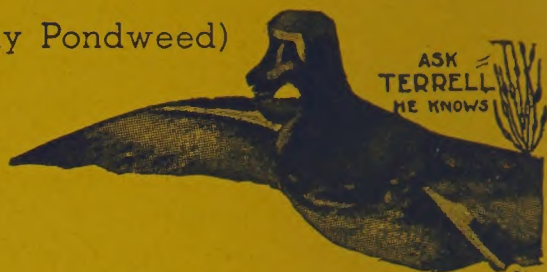
# Naias

(Bushy Pondweed)

For Mallards,

Teal and

Pintails



## VALUABLE FISH FOOD AND COVER

Naias (*Naias flexilis*) is an especially important food for Mallards, Pintails, Green-winged and Blue-winged Teal. These birds congregate over the Naias beds to feed on the crisp, tender plants, which grow 6 to 10 inches high carpeting the bottom of ponds. Black Ducks, Gadwalls and Widgeon also feed eagerly on this plant whenever they can get it. Naias is also valuable for fish food and cover. Naias should be planted in quiet or slow-moving, fresh or slightly brackish water from 1 to 6 feet in depth, on almost any kind of bottom soil, except rocky. Does well over most the U. S. and Canada.

These plants must be freshly gathered for each shipment, and are gathered only when the plants are covered with the countless numbers of well-ripened small brown seeds from which it reproduces. Plant 200 lbs. per acre.

Prices: 500 lbs. 12½c lb.; 100 lbs. 15c lb; 10 lbs. 20c lb.; smaller lots 30c lb.



## American Lotus Lily

Its huge creamy, yellow flowers are greatly admired. Seed eaten by Mallards and other ducks. Its big, round floating leaves make shelter where fish are safe from herons and kingfishers. The seed naturally lies dormant many years before germinating. Lotus beds are now easily established by using Terrell's seed, chemically treated to insure quick germination. Plant 5 lbs. seed per acre in 1½ to 3 ft. of water over rich bottom. Clay subsoil preferred.

AMERICAN LOTUS Seed germina-

tion treated, lb. \$1.50; \$1.62

postpaid in U. S. A. or Canada.







# Wild Rice for Table Use

Wild Rice prepared for table use has a delicious nutty flavor and is excellent to serve with wild game, during the holidays as something different; and is being more widely used in the home as people are beginning to realize its great food value. Physicians recommend Wild Rice as having more vitamins than any other cereal and declare it an excellent cereal for breakfast food. It may also be used as a vegetable, dessert or pudding served with whipped cream. Send for a supply of Terrell's Wild Rice Prepared for Eating, with good recipes, today

A pound makes 15 generous servings. Terrell's is carefully selected for flavor, appearance and is air-cleaned. PRICE DELIVERED, lb. \$1; 5 lbs. \$4.50.



## *What Others Say*

"Our Chapter gave you an order in 1930 and the plants (Wild Celery, Wapato, Sago, etc.) are doing fine and serving the purpose well." -- Wisconsin.

"I assisted Mr. M—— in buying some plants (Coontail, Duck Millet, Ducks Meat, etc.) from you and he tells me they are doing nicely." -- Louisiana.

"A year ago I bought from you some duck plants (Coontail, Muskgrass, Wild Celery, Naias). They did wonderfully." -- Massachusetts.

"Our Wild Rice which we bought from you and sent up to Canada grew very well." -- Minnesota.

"Have planted your Wild Rice and Wild Celery in Lake Huron near the Sault, with good results." -- Ohio.

"I find that Wild Celery introduced in lakes of Western Washington some years ago, has taken hold and done well." -- Washington.

"We had good results particularly with the Wild Duck Millet, Sago Pond Plant and Muskgrass." -- California.





# Terrell's

## AQUATIC NURSERIES

Established 1896

Oshkosh, Wis., U. S. A.

### ORDER BLANK AND PRICE LIST

More Food ● More Ducks ● Plant This Fall

Ship to -----

Address -----

Ship by -----

Ordered by -----

Address -----

Tear  
Off  
Here

----- bu. **Giant Wild Rice Seed**, bu. \$15;  
5 bu. or more \$14.50 per bu.; peck \$4.50;  
quart 65c or 77c postpaid ----- \$

----- lbs. **Wild Celery Seed**, 100 lbs. or more  
50c lb.; 10 lbs. or more 65c lb.; smaller  
lots at 75c per lb. ----- \$

----- lbs. **American Lotus Seed**, Treated,  
\$1.50 per lb.; \$1.62 postpaid ----- \$

----- **Water Cress**. Plants 100, \$3.50 1000  
\$25. Seed \$7.50 lb.; 2 oz. \$1 ----- \$

----- bu. **Muskgrass** (Charal), bu. \$4; 10 bu.  
or more \$3.50 per bu.; peck \$1.50 ----- \$

----- bu. **Coontail**, bu. \$3; 5 bu. or more \$2.50  
per bu.; peck \$1.50 ----- \$

----- lbs. **Naias** (Bushy Pondweed), 500 lbs.  
12½c lb.; 100 lbs. 15c lb.; 10 lbs. 20c lb.;  
smaller lots 30c lb. ----- \$

----- lbs. **Wild Rice** for Table Use, prepaid  
lb. \$1; 5 lbs. \$4.50 ----- \$

2% Discount for Cash with Order

Amount enclosed \$ -----





**REFERENCES:** Oshkosh National Bank, Oshkosh, Wis.; First National Bank, Oshkosh, Wis.; Dunn & Bradstreet's Mercantile Reference. Ask your state game officials, or editor of any outdoor magazine about us.

**SHIPMENTS:** Express shipments are most generally satisfactory for our planting material. When so shipped it reaches destination quickly, in best condition for planting. Large lots can sometimes be sent by refrigerator freight or truck.

**GUARANTEE.** If any of our planting materials fail to produce what the purchaser considers a satisfactory growth after giving planting sufficient time to establish itself, we **GUARANTEE** to replace it at half price, or send an equal value at half price of other planting material selected from our current price list.

**PRICES** are F. O. B., Oshkosh, or other shipping points, unless otherwise stated. If Parcel Post shipment is desired, be sure to include with your remittance sufficient amount to pay charges, otherwise balance will be collected C. O. D.

**TERMS:** -- Cash with Order or C. O. D. Prices subject to change without notice.

## Season Now Open on Crawfish

For Bait and Stocking -- Provide Fish Food  
1000, \$35; 100, \$5; 5000 or more \$30 per 1000.

Complete Line of Plants for Wildlife. Ask for Prices.

## FOR SALE

**BEAUTIFULLY WOODED 8-ACRE ISLAND** with snug harbor, in Lake Winnebago, largest fresh water lake, lying entirely within one state. Ideal for yachting and motorboating. Good Canvas-back shooting - Wild Celery beds. Fine Black Bass, Perch, Northern and Walleyed Pike fishing.

Also 20-acre wooded point and half-acre shore lots. 170 miles north of Chicago over all concrete road.

Muskrat marsh Northern Wisconsin. Game preserve in Central Wisconsin near Wisconsin Rapids; Duck Hunting Preserve in Arkansas.

Write for further information and prices.



# Terrell's Seeds Succeed All Over The World

SECRETARY  
B. HUGHES  
ABOVE WIGHTMAN'S  
TEMUKA

P.O. Box 33

TELEPHONES  
OFFICE 117  
RESIDENCE 147  
RANGER 84

## *South Canterbury Acclimatisation Society*

Temuka, S.C.

NEW ZEALAND.  
13th February,

Mr. Clyde B. Terrell,  
Oshkosh, Wis., U. S. A.

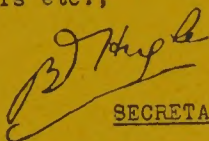
Dear Sir:-

You will be pleased to hear that we have at last been successful in acclimatising the giant wild rice. It is making quite a good showing in two low country ponds.

Our Ranger brought three or four stalks of giant wild rice to the Council meeting a few days ago and the members were astounded to see the quantity of seed which each ear contained.

We have two very large salt-water lagoons in our district and are wondering if you could recommend anything for these. From your booklet it would appear that Muskgrass or Sago Pond Plant would be suitable.

Yours etc.,

  
SECRETARY

SIR FREDERICK W. MOORE,  
KEEPER

DEPARTMENT OF AGRICULTURE  
AND TECHNICAL  
INSTRUCTION FOR IRELAND

TELEPHONE: DUBLIN 1-10-11

ROYAL BOTANIC GARDENS,  
GLASNEVIN DUBLIN

DUBLIN IRELAND. Nov. 15th

Dear Mr. Terrell,

I am now in a position to report on the results of the plantings.

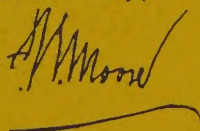
I treated the Wild Rice in various ways. I sowed it indoors, I sowed it outdoors in mud, and I scattered it in shallow water on the edge of the pond. This I did with the seed I received from you. I planted the Wapato Duck Potatoes along the margin of the pond. Of all the methods of planting the Wild Rice, scattering in shallow water and leaving it to itself proved best. We had an unusually dry warm summer which suited it well, quantities germinated and grew freely. We had it 3 to 4 feet high, a most graceful and beautiful sight when in flower.

The Wapato Duck Potatoes grew vigorously and flowered in the same pond.

I have to thank you for giving me an opportunity of making these experiments.

I am,

Yours faithfully,





## FAVORITE

## MUSKRAT FOODS



### The Muskrat A Valuable Furbearer

The number of muskrats you can raise on your marsh or waters depends on the food supply. Muskrats will increase in numbers as far as the food supply permits, but no farther. Provide an abundance of muskrat pasturage and you may find fences, to retain them, unnecessary -- in fact, muskrats from other marshes will be attracted by the food on your marsh.

The following plants are the mainstay of the muskrat's food supply the year around. They are easily grown. Plant feeding beds here and there. When once started they will reseed themselves and spread out.

#### FOR SHALLOW WATER UP TO 1 FT. DEEP

§\*‡ Sweet Flag, §\*‡ Cattail, \*Wapato (Muskrat Potato). \*§ Bur Reed.

#### FOR WATERS 6 IN. TO 3 FT. DEEP.

‡\* Water Lilies. \*§ Great Bulrush. § Muskgrass.

NOTE: \*For Alkaline (hard) Waters. ‡For Slightly Acid (soft) Waters. §Used by muskrats in building houses.

The additional amount of fur that can be taken will pay many times over for the planting materials needed.

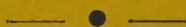
Wild Rice and Muskgrass are described on the inside pages and can be planted this fall. Other materials recommended above are furnished for planting in spring.

Prices: Sweet Flag roots, Cat-tail roots, Bur Reed roots, Bulrush roots, 1,000 - \$30; 300 -- \$11; 100 - \$4. Sweet Flag Seed \$1 per lb.

Wapato Duck Potato (Muskrat Potato) tubers, 1000 - \$12.50; 300 - \$4.50; 100 - \$1.75; 25 - \$1.

White Water Lily tubers, 100 - \$7.50; 12 - \$1. Extra large tubers with strong growing points, produce quick results, \$15 per 100; 12 - \$2.50.

Yellow Water Lily, large tubers with strong growing points, 100 - \$15; 12 - \$2.50; 3 for \$1.



"The Wild Rice we bought of you last fall has grown . . . samples of it are lying on my desk." -- South Carolina.

"The Sago Pond Plant placed in the ponds . . . encouraged the duck life to come our way . . . Natural foods are of greater benefit . . . for the protection of wild life and the commercial value of Muskrats . . . We were able to sell to our local buyer approximately 1400 Muskrats." -- Delaware.





Day was just breaking. The sky was gray with snow clouds and ice was beginning to freeze around the edges. The dogs were leading through the Wild Rice, when all of a sudden -- you know the rest of the story. Doesn't it give you a real thrill and make you anxious for the opening day to come?

